

NOTICE



**CALIFORNIA AVOCADO COMMISSION
MARKETING ADVISORY COMMITTEE
Tuesday, February 17, 2009**

**Meeting Location: California Avocado Commission
38 Discovery, Suite 150 Irvine, CA 92618**

MEMO DATE: January 28, 2009

TO: Marketing Advisory Committee
cc: Board of Directors, Tom Bellamore, Val Weaver,
Laurie Hill

FROM: Jan DeLyser

SUBJECT: NOTICE OF MARKETING ADVISORY MEETING

Tuesday – February 17, 2009

12:00 p.m.	MARKETING ADVISORY COMMITTEE CONVENES
*2:00 p.m.	MARKETING ADVISORY COMMITTEE ADJOURNS

*Scheduled Adjournment. However, timing varies and meeting time can run over schedule in order to complete all agenda items.



CALIFORNIA AVOCADO COMMISSION MARKETING ADVISORY COMMITTEE MEETING AGENDA

Tuesday, February 17, 2009

Meeting Location: 38 Discovery, Suite 150, Irvine, CA 92618

CAC Marketing Advisory Committee: Phil Henry, Dana Thomas, Steve Taft, Bob Lucy, Ross Wileman, Bob Witt, Avi Crane, Rob Wedin, Rankin McDaniel, Ben Holtz

12:00 p.m.* CALL TO ORDER

- Roll Call
- Establish Quorum
- Approve September & November Minutes

12:05 p.m. DISCUSSIONS

- Crop Projection / Timing / Markets
- 2009 Consumer Advertising Kit Presentation
- 2009 Creative Presentation
- Strategic Planning Discussion Follow-Up

1:50 p.m. PUBLIC COMMENT

2:00 p.m. ADJOURN*

* The times listed for each agenda item are estimated and subject to change. It is possible that some of the agenda items may not be able to be discussed prior to adjournment. Consequently, those items will be rescheduled to appear on a subsequent agenda.

All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related modification or accommodation for the meeting, please contact April Aymami at 1-800-344-4333, California Avocado Commission, 38 Discovery, Suite 150, Irvine, CA 92618, or via email at aaymami@avocado.org. Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. For individuals with sensory disabilities, this document is available in Braille, large print, audiocassette or computer disk. This notice and agenda are available on the internet at www.CaliforniaAvocado.com.

If you have questions on the above agenda, please contact Jan DeLyser at (800) 344-4333.